

PRE-APPROVED DOMESTIC TRADE SHOWS

Eligible Expenses

A company can seek reimbursement for a pre-approved domestic trade show. A list of specified trade shows in the U.S. market is provided in the FundMatch guide. Only these shows are eligible for reimbursements.

- Exhibition fees/booth space rental and booth insurance expenses
- Rental of **temporary** booth displays
- Exhibitor's guide/directory listing and advertisement with valid U.S. origin statement
- Uniforms that promote the brand name and valid U.S. origin statement:
 - Aprons, t-shirts, caps, etc.
- Product showcase
- Lead Retrieval
- **Temporary labor wages:**
 - Demonstrators
 - Chefs
 - Interpreters, Translators
 - Host/hostess
 - Booth design
 - Booth construction/set up
- **Demonstration supplies:**
 - Disposable cups, spoons, napkins, etc.
 - Food purchased to enhance your product
- Equipment rentals – rental of hotplates, toasters, etc.
- **Freight:**
 - Shipping samples, materials, and equipment to and from an eligible promotional activity
- Management/supervision fees
- **Printed sales materials:**
 - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch approved products
 - Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement
 - Labor for printed sales material design
- **Giveaways:**
 - Total cost to design and produce item (we can reimburse up to \$2 per item if the participant spends up to \$4.)

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Ineligible Expenses

- **Any travel expenses**
- Materials that do not promote the brand name
- Purchased custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglas, steel, wood, metal, etc.)
- Costumes
- Sponsorships
- Delegation fees, membership/association fees
- Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits
- Media/press release items and associated labor
- Cost of badges not eligible unless included in booth space package
- Meeting room rentals
- **Ineligible temporary labor costs:**
 - Employee wages
 - Independent contractor's travel costs and meals
 - Demonstrator wages for an employee of your company or your foreign distributor's company
 - Wages over 8 hours, Overtime
 - Sales commission
 - Training fees
 - Parking
- Any expense related to a trade show at which you are not exhibiting
- Cost of product samples
- Country is not listed in your marketing plan
- Shipping of product orders
- Cost of rental vehicle to transport product
- **Ineligible printed sales materials as follows:**
 - P.O.S. that does not promote the brand name
 - Business and seasonal greeting cards
 - Sales materials for unapproved FundMatch products
 - Materials will be prorated on approved versus promoted products
- Any materials tied to the purchase of product or associated with a coupon or price reduction
- **Giveaways ineligible expenses:**
 - Items that do not promote the brand
 - Items that are tied to a purchase of product or associated with a coupon or price reduction
 - Items that promote the company name but not the brand name(s), if not one and the same
 - Cost of product
 - Over \$4 per item
- Domestic advertising, including online, digital, and printed



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Claim Documentation

ALL PROOF OF
ACTIVITY MUST
DISPLAY
BRAND NAME &
VALID U.S.
ORIGIN
STATEMENT

- Invoice
- Proof of payment
- Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
- A complete list of ALL products promoted in the booth (*All expenses will be prorated based on the number of approved and unapproved products being promoted at the trade show*)

- The following booth photos are required:**
 - A large scale, all-encompassing photo of the entire booth, after setup, with brand name products on display. Photos with empty shelves will not be accepted.
 - Supplementary photos of smaller sections of the booth to ensure everything is clearly visible when the claim is reviewed. Supplementary photos must be provided for all sections of the booth
 - A high-resolution video of the entire booth with close-ups of the product(s) can be submitted in lieu of the photos. Poor quality and highly edited videos are subject to WUSATA's discretion. Single take videos are recommended.
 - If you have a product featured in a product showcase, be sure to get a photo. Photos of employees/representatives/temporary labor manning the booth during the trade show